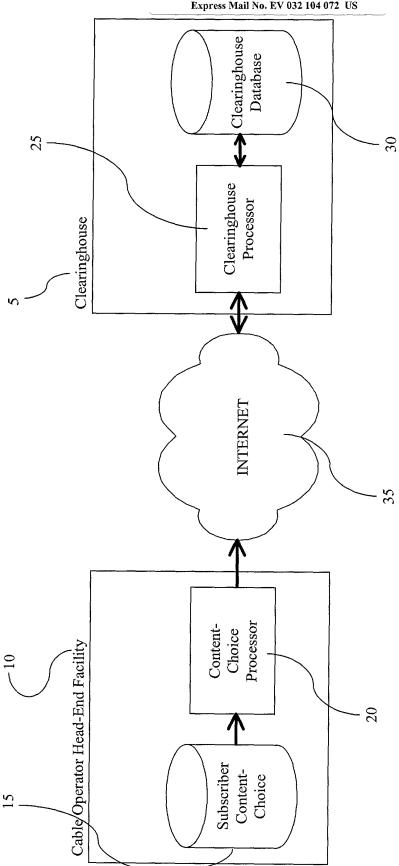
## Appln. Ser. No. To Be Assigned SYSTEM AND METHOD FOR STORING AND DISTRIBUTING TELEVISION VIEWING PATTERNS FROM A CLEARINGHOUSE Inventors: MATZ et al. Express Mail No. EV 032 104 072 US



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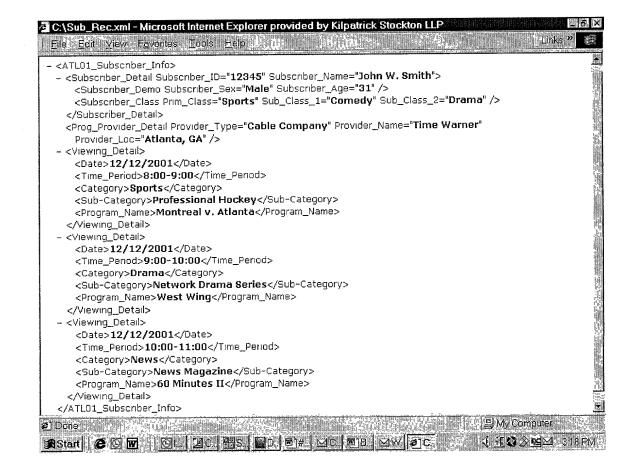
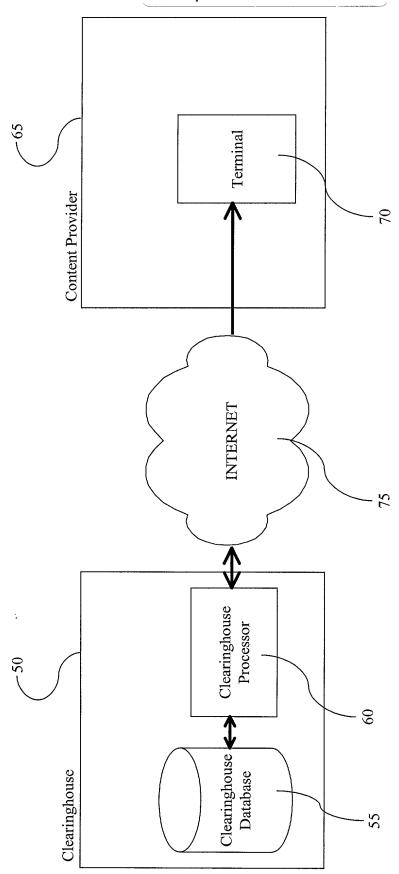


FIG. 2

## Appln. Ser. No. To Be Assigned SYSTEM AND METHOD FOR STORING AND DISTRIBUTING TELEVISION VIEWING PATTERNS FROM A CLEARINGHOUSE Inventors: MATZ et al. Express Mail No. EV 032 104 072 US



120

Advertiser

105

Cable Operator Head-End 1

160

Content-

Subscriber Content-Choice

125

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**Television** 

Network Terminal

145